

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Serial Number	10/798,153
Confirmation Number	5548
Filing Date	03/10/2004
Title of Application	Targeted Advertising Based on Consumer Purchasing Data
First Named Inventor	Edward A. Ludvig
Assignee	Microsoft Corporation
Group Art Unit	2623
Examiner	Mark P. Stanley
Attorney Docket Number	MS1-1829US
Nature of the Office Communication to which this is responding	Final Office Action
Date of the Office Communication	06/27/2008
Nature of this Document	Response to Final Office Action Under 37 CFR §1.116

To: Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

From: Beatrice L. Koempel-Thomas (Tel. 509-324-9256; Fax 509-323-8979)
Customer No. 22801

Brief Summary of Selected Substantive Portions of this Response

[0001] In an in person interview (on Oct. 21, 2008), Examiner Stanley, Supervisory Patent Examiner Beliveau and I discussed the rejections of the pending claims, distinctions between the cited references and the claims, and possible claim amendments. Amendments presented herein are based on the discussion with the Examiners. This brief summary is not intended to represent the Applicant's full response to the Action. Rather, it is merely a brief summary of selected substantive portions of the response herein.